

HIALEAH Transit



– OUT OF HOME ADVERTISING –

**Come
Ride
With
Us!**



Call: 561.602.1251
Visit: www.hialeahfl.gov

OOH HIALEAH
Out of Home Advertising
Brought to You by  **HIALEAH** City of

Advertising Benefits...

WHY you should advertise with us...

REACH a wide range of demographics in one of America's most diverse and multi-cultural communities.

VISIBILITY is high. Hialeah has some of the most traveled roads in Miami-Dade County and the State of Florida. Traffic counts for 49th Street and Okeechobee Road can reach more than 110,000 cars combined per day.

Source: FDOT 2013 Average Annual Daily Traffic Report (AADT)

VARIETY of affordable interior and exterior ad spaces to fit your budget and maximize your brand awareness.

VALUE is delivered as promised. We avoid the clutter by offering a limited supply of ad spaces. As a result, your brand and message will stand out to potential consumers.



*Hialeah Transit Buses are on the road **74 hours** weekly covering more than more than **350 miles** each and every day.*

Key stops include...

- Hialeah City Hall
- Westland Mall
- Metro Rail (Okeechobee Station)
- Palmetto General Hospital
- Milander Center for Arts & Entertainment
- Walmart (Hialeah Gardens)



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Quick Facts...

The City of Hialeah

- More than 230,000 residents
- 2nd largest City in Miami-Dade County
- 6th largest City in the State of Florida
- Population is approximately 95% Hispanic
- By percentage, third most Hispanic City in the United States



Available Exterior Ad Space and Sizes...



King

27" H x 68" W



King Kong

84" H x 120" W



Full Back

84" H x 84" W



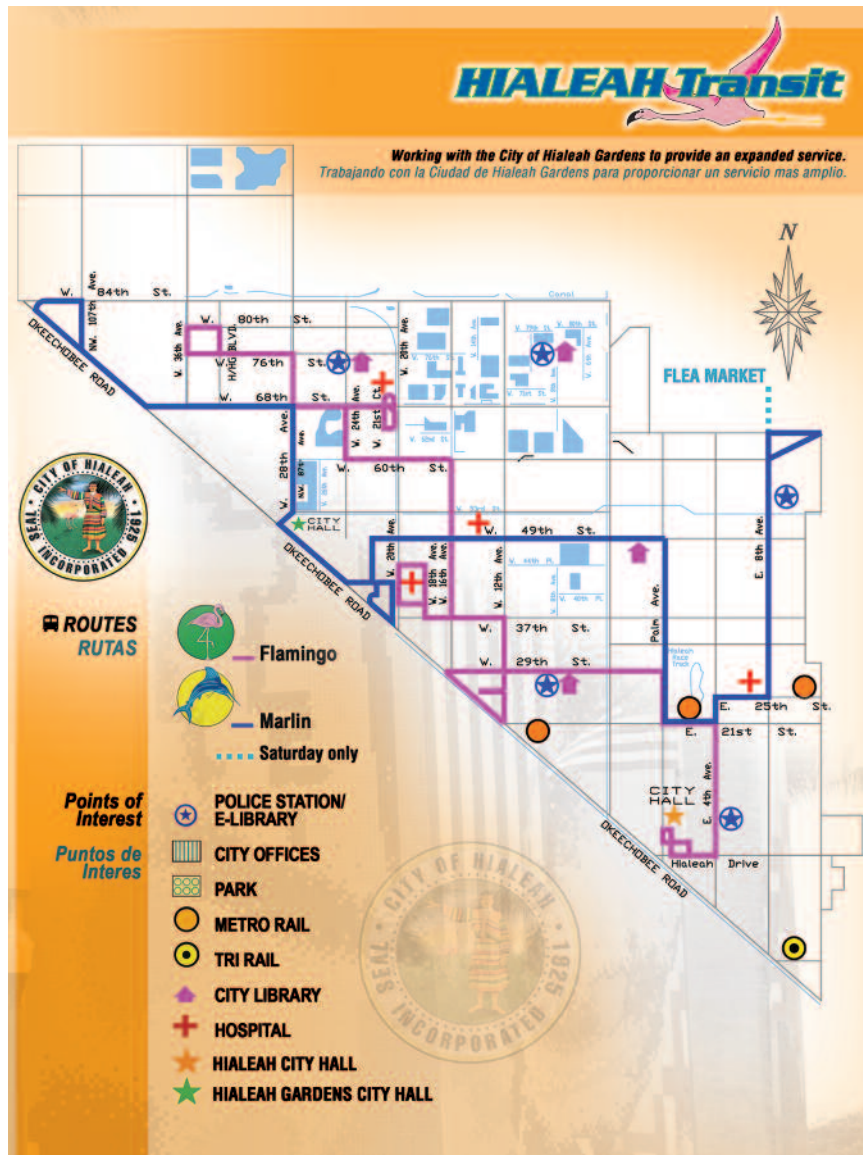
Average annual ridership of more than **500,000** total passengers...



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Routes...



Rates...

All Pricing is per Month per Panel
Production and Installation
is an Additional Cost

INTERIOR			
Ad Space	3 Months	6 Months	12 Months
Standard 11" H x 27" W	\$35.00	\$30.00	\$25.00
Large 11" H x 43" W	\$65.00	\$60.00	\$55.00
Extra Large 11" H x 68" W	\$90.00	\$85.00	\$80.00
Full Rear 39" H x 53" W	\$125.00	\$112.50	\$100.00
EXTERIOR			
Ad Space	3 Months	6 Months	12 Months
King 27" H x 68" W	\$250.00	\$225.00	\$200.00
Full Back 84" H x 84" W	\$500.00	\$450.00	\$400.00
King Kong 84" H x 120" W	\$600.00	\$550.00	\$500.00



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